



**DRAFT
PLANNING & COMMUNITY
DEVELOPMENT COMMITTEE**

**OCTOBER 26, 2009
MINUTES**

I. CALL TO ORDER

Chair Lynn Norman called the meeting to order at 5:01 p.m. in the Council Chambers located on the first floor of Auburn City Hall, 25 West Main Street, Auburn, WA. Committee members present were: Chair Lynn Norman, Vice Chair Nancy Backus and Deputy Mayor Sue Singer. Member Rich Wagner was excused.

Staff members present included: Assistant Director Kevin Snyder, Cultural Arts Manager Laurie Rose, Visual/Public Arts Coordinator Maija McKnight, Human Services Manager Michael Hursh and Planning Secretary Renee Tobias.

Audience members included: Wayne Osborne, Auburn Tourism Board Marketing Coordinator Debbie Luce, and Auburn Arts Commission members: Tanya Rottle, Nancy Colson, Patricia Judd, Leslie Moore, Cary Davidson, and David Sader.

II. ANNOUNCEMENTS AND AGENDA MODIFICATIONS

There were no items.

III. CONSENT AGENDA

Member Backus moved and Member Singer seconded to approve the Consent Agenda as presented.

MOTION CARRIED UNANIMOUSLY 3-0.

IV. JOINT MEETING WITH THE TOURISM BOARD STAFF

Tourism Board Marketing Coordinator Debbie Luce distributed and reviewed a briefing on the 2009 accomplishments to date of the Auburn Tourism Board (ATB). Highlights of the accomplishments include the following:

- Applied for a 2010 Grant from CTED, however, Auburn was not awarded the grant.
- Continue branding in all forms of printed materials, banners, ads, and website design. Jeremy Chevalier, Multimedia Manager, received an international award for the creation of this branding.
- ATB Monthly Calendar. Develop and personally deliver updated calendar to hotels along with coupons and flyers from the Auburn Chamber for hotel guests. The large ATB calendars are distributed to seven other locations within Auburn.
- New Tourism Website (auburntourism.com). Ms. Luce distributed website traffic analytics that indicated 5,109 visits occurred between April 1 and September 27, 2009. The Auburn news feed from the Tourism Blog (morethanyouimagined.blogspot.com) keeps the website current. The "Things To Do" automatically

populates from the calendar; staff are researching technical capabilities for both Auburn Downtown Association and the ATB to add content to each website automatically.

- Local Community Outreach Program. Worked with Auburn Reporter to include tourism in the 2010 Residence Guide to become the 2010 Residence and Tourism Guide. Ms. Luce has developed partnerships from the monthly South King County Event and Wedding Vendors Meet-Up.
- Discover Auburn Week realized triple attendance over the 2009 goal. Most of the participants came from Auburn and 100,000 Passport game pieces were sent out in the Auburn Reporter. The Emerald Downs and SuperMall included Discover Auburn Week information in their programs, newsletters and websites.
- Hotel Occupancy is down approximately \$500 - \$1000 per month from last year; however, all six hotels had a good summer. ATB will once again work with hotels offering seasonal special rates from October through March.

Future goals and action items include the following:

- Increase hotel occupancy.
- Broaden outreach to a wider audience with a brochure campaign north on I-5 into Canada; Vancouver has already asked for more brochures. Brochures will be in Whistler, BC for the upcoming Winter Olympics.
- Resell the banners at the Sounder Train Station.
- Work on new tourism brochures and sell ads to offset costs.
- Create a 2010 Autumn Bridal Show at Emerald Downs and all related partners. Goal is to position the event in between Seattle and Tacoma wedding events and promote all that Auburn has to offer. Auburn has many wedding-related businesses.

V. JOINT MEETING WITH ARTS COMMISSION

Introductions were made by the Committee, Arts Commission and staff. Cultural Arts Manager Laurie Rose provided the following highlights from 2009 utilizing a PowerPoint presentation.

- The Commission recently celebrated their 25th anniversary and has created a branding logo for use in 2009 and 2010.
- An Arts Education Committee has been established to develop comprehensive education programs such as Art with Artists classes with those artists whose work is featured in the City's gallery program. Additionally, partnerships have been established, such as Green River Community College Interurban Art Docent program.
- Presented the first annual *ArtRageous Artist-in-Action Fair* which was highly received by participating artists and fair participants.
- *Walk the Talk: Public Art in Auburn* was held in September. An arts presentation by the 4Culture was made to Planning and Public Works staff. Further, a guided art walk of the downtown art collection, a panel discussion featuring 9 of the 20 public artists whose work is part of the City's collection and a meet-the-artist reception were held.
- 4Culture co-sponsored the 25th Anniversary events and supported the Auburn Avenue Theater with approximately \$25,000. The Washington State Arts Commission provided \$1,000 funding support for ArtRageous.

- Completed the Public Art Policy & Procedure which will be presented to the Committee at their November 9, 2009 meeting.
- Successfully developed performing arts programs in the Auburn Avenue Theater and continued success of BRAVO programs. Summer concerts for both kids in the afternoon and the whole family in the evening proved a success in its move to the Les Gove Park.
- Approximately 10,600 people attended 2009 arts events and programs, an increase of over 3,000 participants. Another 2,500 are expected to attend the remaining events in the final weeks of the 2009 year. The amounts do not include people who review public art and art show in City Hall.

Future Goals

Visual/Public Arts Coordinator Maija McKnight highlighted the future plans for the Arts Education program. *Art with Artists* classes began in March and were a medium to provide artists with an opportunity for recognition and also an opportunity for the public to learn directly from the artist about their technique. A goal is to build this event to become a program of its own through the Parks, Arts & Recreation department.

The Art Education Committee has partnered with the Green River Communitize College Interurban Center for the Arts to develop curriculum guides for art works that will be taught in the schools with lesson plans. The Committee is looking for collaboration opportunities with the school district to offer professional development workshops. Along with Performing Arts Committee, they are looking to coordinate having master class series with the BRAVO shows.

Theatre Camps were introduced through the Parks & Recreation program and were highly successful. Staff are looking at holding five camps each year. A technical class will be added to future curriculum for those students who wish to work behind the scenes.

Commissioner David Sader spoke about future plans for the Performing Arts, stating that the committee will help with programming opportunities that will also reflect what the Auburn community itself has to offer in the way of culturally-specific performances at the Auburn Ave Theater. BRAVO presentations will continue providing high quality and great variety of touring acts at the Performing Arts Center. Additionally, future plans for BRAVO include presenting touring acts that highlight the cultures of the residents of the City.

The Commission plans to draft a 3-year public art project development plan to begin in 2010. The Public Arts Committee will investigate a variety of opportunities for future or potential public art projects throughout the City. Part of the plan will include the ability to be reactionary so when special projects come up, the City can integrate the art.

The success of the galleries has opened the door to exploring additional opportunities for artists to exhibit their artworks. The Visual Arts Committee will explore additional opportunities to exhibit artworks such as the new City Annex, downtown businesses, and Auburn Regional Medical Center. The Visual Arts Committee is providing support to an initiative headed by Auburn resident Lela Brugger to establish an artist co-operative in Auburn.

Commission Chair Nancy Colson stated that the 25th Anniversary sparked an interest in the Commission to begin discussions on ways to make the Commission more known and make more art available to the citizens. The Commission is pleased that they have City Council representative, Rich Wagner. Ms. Colson shared comments received at the various events, such as ArtRageous, Walk the Talk, Auburn Avenue Theatre and Auburn Performing Center. The quality of work done by Auburn's Multimedia staff has stood out above other jurisdictions.

Ms. Rose noted that the mailing list through the website has grown from 4,000 to over 10,000 records and the email list is now at 600 names. Ms. Rose noted that additional volunteers are needed for the Committees and they do not need to be a Commissioner to participate.

VI. ACTION

A. Human Services Consolidated Plan

Human Services Manager Michael Hursh presented the Human Services Consolidated Plan and Annual Action Plan at the Committee's October 12, 2009 meeting. At that time, the Committee provided feedback and direction on the plans. Staff has incorporated these changes and present the revised plan for consideration. The Plans are currently in a public comment period with a public hearing previously held on October 19, 2009; no comments have been received to date. Staff will incorporate the received comments into a final Plan and take to full Council on November 2, 2009.

At the request of the Committee, Mr. Hursh discussed the housing repair fund operation procedures in the event that the Howard Hanson Dam causes flooding on the Green River.

Member Backus moved and Member Singer seconded to move the Human Services Consolidated Plan forward to City Council for approval.

MOTION CARRIED UNANIMOUSLY 3-0.

VII. DISCUSSION

B. 2009 Comprehensive Plan Amendments

Assistant Director Kevin Snyder provided an overview of the Comprehensive Plan Amendment process. Mr. Snyder reviewed the summary table for Group 1 and Group 2 amendments with the Committee, which was included in the agenda packet. The summary table outlines the 2009 Comprehensive Plan Amendments, staff's recommendation and the Planning Commission's recommendation for each amendment. The Capital Facilities Plan (Group 3) will be heard by the Planning Commission on November 4, 2009.

CPM #5 – Lyden and Lyden (CPA09-002)

Staff recommended denial of this proposed amendment because of its inconsistency with the Auburn North Business Area Plan. The Planning Commission, however, recommended approval. Mr. Snyder noted that planning staff had recommended to

the Planning Commission the inclusion of site and building design requirements for future development of the site if the Commission determined to recommend approval to the City Council; however, the Planning Commission did not accept this recommendation. Mr. Snyder also noted that the Auburn North Business Area Plan is approximately 18 years old and should possibly be analyzed as part of the City's upcoming Comprehensive Plan Update to determine the Plan's overall effectiveness and the need for potential policy changes.

The Committee discussed the consumption of Light Commercial and Heavy Commercial zoned properties within the City. Committee agreed that the 1991 Auburn North Business Area Plan needed re-evaluation for the overall effectiveness before approving this request.

CPM #6 – Craig Commercial (CPA09-0004)

Staff recommended denial of this proposed amendment. However, the Planning Commission recommended approval with the stipulation that a condition be placed on the rezone that only multi-family may be constructed. The applicant's agent concurred with this stipulation and stated that the application submittal identified this intention. Committee discussed square footage thresholds for R-20 High Density Residential (2,000) and Heavy Commercial (1,200). Committee discussed possible policy amendments for C-3 Heavy Commercial in the next phase of the Code Update Project. Committee felt that the property was not viable as a Heavy Commercial zone. Committee and staff discussed the possibility of analyzing the establishment of a new residential comprehensive plan and zoning designation that would permit higher density than currently allowed in certain geographic areas as part of the City's upcoming Comprehensive Plan Update.

CPM #7 – Riverside Village (CPA09-00005)

The Committee was supportive of staff's and the Planning Commission's recommendation of approval for this amendment request.

P/T # 1-4 – School Districts Capital Facilities Plans

The Committee was supportive of recommendations by staff and the Planning Commission recommending approval of the Plans for the Auburn School District, Federal Way School District, Kent School District and the Dieringer School District. Committee noted that the City Council has in previous years reduced the single-family and multi-family school impact fees for the Dieringer School to be consistent with the amounts requested by the Auburn School District.

P/T # 5-8 – City Comprehensive Plans

Committee agreed to review these Plans at the next meeting on November 9, 2009

VIII. ADJOURNMENT

There being no further business to come before the Planning and Community Development Committee, Chair Norman adjourned the meeting at 6:55 p.m.

APPROVED THIS _____ DAY OF NOVEMBER 2009.

Lynn Norman, Chair

Renee S. Tobias, Planning Secretary